

LinkedIn Profile Optimisation Checklist

Print off this checklist and tick off each step as you go through the [‘LinkedIn Lift-Off: Transform Your Profile into a Lead Magnet’](#) guide on our Talk About Digital Podcast website.

First Impressions Matter: Visuals and Personal Branding

- Choose a high-quality, relevant header image that reflects your business and personal brand
- Avoid generic landscapes or default backgrounds in the header image
- Use a clear, high-resolution profile picture with good lighting
- Ensure your attire is appropriate for meeting clients (smart-casual or professional)
- Stick to your real name but consider adding an extra identifier (e.g., John Smith | Digital Marketing Expert)
- Add phonetic pronunciation to help people say your name correctly (if applicable)
- Include your pronouns (e.g., he/him, she/her) to build trust and foster comfortable interactions

The Art of the Hook: Perfecting Your Profile’s Key Sections

- Write a compelling headline that describes who you help and how (e.g., "Helping SMEs create Big Impact with Minimal Investment through effective digital marketing strategies")
- Ensure your current position is up-to-date and highlights your core services
- Select the most relevant industry for your business
- Highlight your educational background, prioritising qualifications that bolster business credibility
- Choose a strategic location that represents where you do business or where your target audience is based
- Include a business email, phone number, and website link in your contact info
- Link to a dedicated landing page optimised for conversions
- Utilise the 'Custom Button' feature with a clear call-to-action (e.g., "Contact Us" or "Learn More")

Building Trust and Showcasing Your Expertise

- Write an 'About' section that focuses on who you help, the problems you solve, and the benefits of your services
- Use a conversational tone in the 'About' section and include a strong call-to-action
- Highlight your top three skills that directly reflect your business and services
- Add links to key achievements, case studies, or articles in the 'Featured' section to showcase your best work

- Focus on the results and achievements in the 'Experience' section, not just responsibilities

Adding Social Proof: Let Others Sing Your Praises

- Request recommendations from past clients that focus on the specific value you provided to their business
- List all relevant skills that showcase your value as a small business owner
- Encourage clients or colleagues to endorse your skills for added credibility

Highlighting Your Professional Journey: Adding Extra Credibility

- Add any publications, awards, or honours to build authority in your industry
- List any additional languages you speak to connect with a wider audience
- Follow industries, companies, and influencers relevant to your business in the 'Interests' section

Optimising Visibility: Make Sure You're Easy to Find



- Ensure your profile language is set to the one your target audience uses most
Customise your LinkedIn URL to something simple and shareable (e.g., [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname))

By using this checklist and following the related guide on the TAD website you will understand how to optimise your personal LinkedIn profile to help you to generate quality leads from those potential customers you want to do business with.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.